EXHIBIT 1

Manually Filed

EXHIBIT 2


Sara Lee
100% Whole Wheat
No Artificial Colors, Flavors or Preservatives
No High Fructose Corn Syrup
1g of WHOLE GRAIN per slice.
Nutrition Facts
60
120
2
1 LB 4 OZ (567g)
Classic


Sara Lee
100% Whole Wheat
No Artificial Colors, Flavors or Preservatives
No High Fructose Corn Syrup
• 13g of WHOLE GRAIN per slice.
Sara Lee
PER 1 SLICE SERVING
60 CALORIES
0g SAT FAT
120 SODIUM
2g
1 LB 4 OZ (567g)


Bread is a Low Fat, Cholesterol Free Food
0 grams of Trans Fat per Slice
Classic
100% Whole Wheat
Sara Lee
Nutrition Facts


ow Fat, Cholesterol Free Food
s of Trans Fat per Slice
Sara Lee
100% Whole Wheat
By definition classics stand the test of time. They are the silent partner to routine – trustworthy, dependable and comforting. Our Classic 100% Whole Wheat's soft texture and wheat taste make it just that – a classic. The whole grain recipe with no artificial colors, flavors or preservatives makes it a nutritious choice you can feel good about. Classic 100% Whole Wheat – with classics, you just can't go wrong.
No High Fructose Corn Syrup
Nutrition Facts
Serving Size 1 Slice (26g)
Servings Per Container 22
Calories 60
Calories from Fat 5
Total Fat 0.5g
Saturated Fat 0g
Trans Fat 0g
Polyunsaturated Fat 0g
Monounsaturated Fat 0g
Cholesterol 0mg
Sodium 120mg
Total Carbohydrate 12g
Dietary Fiber 2g
Sugars 2g
Protein 3g
Vitamin A
Vitamin C
Calcium
Iron
Niacin
Folic Acid
Thiamin
Riboflavin
WHOLE WHEAT FLOUR, WATER, SUGAR, WHEAT GLUTEN, YEAST, CULTURED WHEAT FLOUR, MOLASSES, SALT, SOYBEAN OIL, WHEAT BRAN, OATBRAN, MONOGLYCERIDES, CALCIUM SULFATE, CITRIC ACID, GRAIN VINEGAR, SOY LECITHIN, POTASSIUM IODATE.
EARTHGRAINS BAKING COMPANIES, INC., HORSHAM, PA 19044 SARA LEE is a registered trademark of Sara Lee TM Marques (LE used under license. ©All rights reserved
LDPE

Sara Lee
100%
Whole Wheat
By definition classics stand the test of time. They are the silent partner to routine – trustworthy, dependable and comforting. Our Classic 100% Whole Wheat's soft texture and wheat taste make it just that – a classic. The whole grain recipe with no artificial colors, flavors or preservatives makes it a nutritious choice you can feel good about. Classic 100% Whole Wheat – with classics, you just can't go wrong.
No High Fructose Corn Syrup
Nutrition Facts
Serving Size 1 Slice (26g)
Servings Per Container 22
Calories 60
Calories from Fat 5
Total Fat 0.5g 1%
Saturated Fat 0g 0%
Trans Fat 0g
Polyunsaturated Fat 0g
Monounsaturated Fat 0g
Cholesterol 0mg 0%
Sodium 120mg 5%
Total Carbohydrate 12g 4%
Dietary Fiber 2g 8%
Sugars 2g
Protein 3g
Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 4%
Thiamin 4% • Riboflavin 0% • Niacin 4% • Folic Acid 2%
INGREDIENTS: WHOLE WHEAT FLOUR, WATER, SUGAR, WHEAT GLUTEN, YEAST, CULTURED WHEAT FLOUR, MOLASSES, SALT, SOYBEAN OIL, WHEAT BRAN, DATEM, MONOGLYCERIDES, CALCIUM SULFATE, CITRIC ACID, GRAIN VINEGAR, SOY LECITHIN, POTASSIUM IODATE
EARTHGRAINS BAKING COMPANIES, INC., HORSHAM, PA 19044
SARA LEE is a registered trademark of Sara Lee TM Holdings LLC used under license. © All Rights Reserved
LDPE
Bread retains its best quality if stored at room temperature. For best results, use bread by date on package.
We are committed to providing you with quality products and welcome your questions and comments. Call 1-800-984-0666, Consumer Relations Department. When writing, please include the Proof-of-Purchase (Bar Code) and stamped date code.
1 lb 4 oz 100% Whole Wheat
0 72945 60134 5
PROOF OF PURCHASE

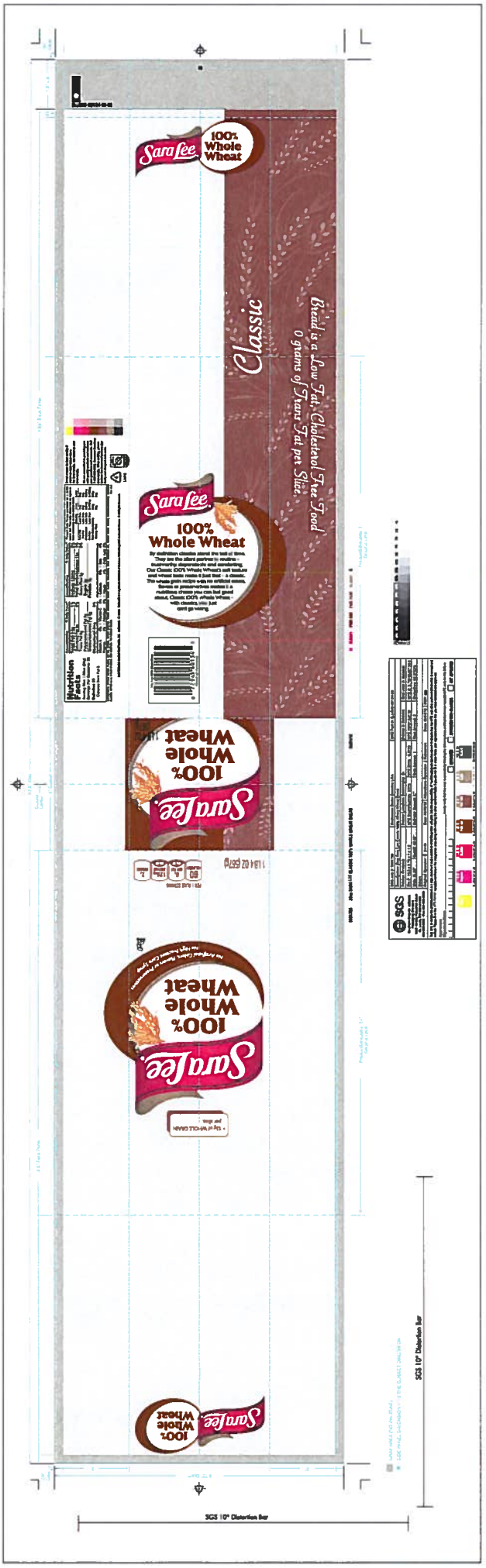
Sara Lee
100% Whole Wheat
Classic
Bread is a Low Fat, Cholesterol Free Food
0 grams of Trans Fat per Slice.
Nutrition Facts
SGS 10" Distortion Bar

EXHIBIT 3

Manually Filed

EXHIBIT 4


Sara Lee
100% Whole Wheat
Excellent Source of Whole Grain
Good Source of Fiber
Excellent Source of Calcium
Same Great Taste!
Nutritional Spotlight
Nutrition Facts

Same Great Taste!
Sara Lee
100% Whole Wheat
Excellent Source of Whole Grain
Good Source of Fiber
Excellent Source of Calcium
Great Taste Your Family Will Love, Guaranteed!
100%
BAKERY BREAD WITH CALCIUM & VITAMIN D
CONTAINS MILK INGREDIENTS
NET WT 20 OZ (1 LB 4 OZ) 567g
Nutrition Facts
Facts Based on Two Slices of Bread
Nutritional Spotlight
Calories 150 8%
Total Fat 2g 3%
Sodium 210mg 9%
Sugars 5g
Fiber 4g 15%
thejoyofeating.com/nutrition

Nutritional Spotlight
Facts Based on Two Slices of Bread
Calories 150 8%
Total Fat 2g 3%
Sodium 210mg 9%
Sugars 5g *
Fiber 4g 15%
Whole Grain 28g
Sara Lee is dedicated to baking great tasting products with the nutrition benefits you and your family need. This easy-to-read guide is designed to help you make informed choices. It displays the nutrients in our products and the percent daily value they represent based on a 2,000 calorie diet. For whole grain, it provides the total grams of whole grain per serving. USDA recommends consuming 48g of whole grain every day.
thejoyofeating.com/nutrition
* The percentage for sugar is not listed as the % daily value has not been established.
Excellent Source of Calcium
Excellent Source
Whole
NET WT 20 OZ
(1 LB 4 OZ) 567g


WHOLE GRAIN
MyPyramid.gov
Grain Group
Heart Healthy
Diets rich in whole grain foods and other plant foods, and low in total fat, saturated fat and cholesterol made up of foods like Sara Lee® 100% Whole Wheat Bakery Bread with Calcium and Vitamin D may help reduce the risk of heart disease and certain cancers.
Sara Lee
A bread that truly deserves all the accolades.
the joy of eating
Great Taste Your Family Will Love, Guaranteed!
We are so confident that you will love our Bakery Breads that we guarantee their taste. If for any reason you are not satisfied, call toll free 1-800-889-3556 and we will gladly replace the product.
Sara Lee Consumer Affairs
P.O. Box 756
Neenah, WI 54957
www.saralee.com
Nutrition Facts

100%
WHOLE GRAIN
16g or more per serving
AT 48g OR MORE OF WHOLE GRAINS DAILY
MyPyramid.gov
STEPS TO A HEALTHIER YOU
Grain Group
Sara Lee
A bread that truly deserves all the accolades.
the joy of eating
Great Taste Your Family Will Love, Guaranteed!

Nutrition Facts
Amount/Serving
% Daily Value*
2 SLICES 1 SLICE
Total Fat 2g 1g 3% 2%
Saturated Fat 0.5g 0g 3% 0%
Trans Fat 0g 0g
Polyunsaturated Fat 1g 0.5g
Monounsaturated Fat 0g 0g
Cholesterol 0mg 0mg 0% 0%
Calories per Slice 70
Calories from Fat 10
Serving Size 2 Slices (57g)
Servings Per Container 10
Calories 150
Calories from Fat 20
Sodium 210mg 100mg 9% 4%
Total Carbohydrate 27g 13g 9% 4%
Dietary Fiber 4g 2g 15% 8%
Sugars 5g 2g
Protein 7g 3g
Vitamin A 0% 0%
Vitamin C 0% 0%
Calcium 25% 10%
Iron 8% 4%
Vitamin D 15% 6%
Thiamin 10% 6%
Riboflavin 6% 2%
Niacin 10% 6%
Folic Acid 6% 4%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.
Calories: 2,000 2,500
Total Fat Less than 65g 80g
Sat Fat Less than 20g 25g
Cholesterol Less than 300mg 300mg
Sodium Less than 2,400mg 2,400mg
Total Carbohydrate 300g 375g
Dietary Fiber 25g 30g
Calories per gram
Fat 9 • Carbohydrate 4 • Protein 4
INGREDIENTS: WHOLE WHEAT FLOUR, WATER, HIGH FRUCTOSE CORN SYRUP, WHEAT GLUTEN, SUGAR, YEAST, CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: SOYBEAN OIL, CALCIUM SULFATE, SALT, DOUGH CONDITIONERS (MAY CONTAIN ONE OR MORE OF THE FOLLOWING MONO- AND DIGLYCERIDES, ETHOXYLATED MONO- AND DIGLYCERIDES, SODIUM STEAROYL LACTYLATE, CALCIUM PEROXIDE, DATEM, ASCORBIC ACID, AZODICARBONAMIDE, GUAR GUM, DISTILLED VINEGAR, CALCIUM PROPIONATE (PRESERVATIVE), YEAST NUTRIENTS (MONOCALCIUM PHOSPHATE, CALCIUM SULFATE, AMMONIUM SULFATE), CORN STARCH, VITAMIN D3, SOY LECITHIN, MILK, SOY FLOUR.
CONTAINS WHEAT, SOY AND MILK
243910
SARA LEE, DOWNERS GROVE, IL 60515 USA © 2010 SARA LEE CORPORATION
8790-0668-0310
* THIS PRODUCT PROVIDES 28g OF WHOLE GRAIN IN A 2 SLICE SERVING. USDA RECOMMENDS CONSUMING 48g OF WHOLE GRAIN EVERY DAY
LDPE
Sara Lee
A bread that truly deserves all the accolades.
the joy of eating
Great Taste Your Family Will Love, Guaranteed!
We are so confident that you will love our Bakery Breads that we guarantee their taste. If for any reason you are not satisfied, call toll free 1-800-889-3556 and we will gladly replace the product.
Sara Lee Consumer Affairs
P.O. Box 756
Neenah, WI 54957
www.saralee.com
0 72945 60134 5

Diets rich in whole grain foods and other plant foods, and low in total fat, saturated fat and cholesterol made up of foods like Sara Lee® 100% Whole Wheat Bakery Bread with Calcium and Vitamin D may help reduce the risk of heart disease and certain cancers.
Heart Healthy
MyPyramid.gov
STEPS TO A HEALTHIER YOU
SOURCE: U.S. DEPARTMENT OF AGRICULTURE
USDA does not endorse any products, services, or organizations.
Grain Group
Make half your grains whole
100% WHOLE GRAIN
28g or more per serving
EAT 48g OR MORE OF WHOLE GRAINS DAILY
WholeGrainsCouncil.org
Excellent Source
of Calcium
Family Will Love,
truly deserves
eating


Same Great Taste!
Sara Lee
100%
Whole Wheat
Excellent Source of Whole Grain
DATE CODE AREA
BAKERY BREAD WITH CALCIUM & VITAMIN D
CONTAINS MILK INGREDIENTS
COLOR ROTATION
NON PRINT AREA
COPY SAFE AREA
18"
41.5"
1 1/2"
(1.5")
SGS 10" Distortion Bar

EXHIBIT 5

Manually Filed